



Date: May 13, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending May 13, 2005

The following weekly update highlighting various activities for the week ending May 13, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

City Manager

The 41-hour *Enough is Enough* Telethon features the latest strategies to combat youth and gang violence in Long Beach. The Telethon, which kicked-off at 7:00 pm on Thursday, May 12, is being aired live through May 14 on local Charter Communications Channels 3, 8, 15, 17, 24 and 65.

This is Citywide effort. Mayor Beverly O'Neill and all nine Councilmembers; representatives from the Youth and Gang Prevention Task Force; Long Beach Commission on Youth and Children; Long Beach Human Relations Commission; City Manager's office; Human Dignity Program; Police; Fire; Parks, Recreation and Marine; Community Development, including the Youth Opportunity Center and Workforce Development teams; Health and Human Services; and Technology Services, especially LBTV, have participated in this innovative strategy.

Fire Chief Ellis was featured in a 20-minute video segment *Rescuing the Community, One Youth at a Time* and Police Chief Batts participated in the *City In Action*. Court TV personality and trial attorney Rikki Klieman interviewed former gang members, and a joint programming effort took place with KPCC's Talk of the City hosted by Kitty Felde. A complete schedule is available in Friday's Press Telegram.

To view the program live on-line, go to the City's website, longbeach.gov, select video, live and archive, and then select live.

Due to the *Enough is Enough Telethon*, replays of the May 10 Council Meeting will be aired on May 11, 7:00 p.m.; May 14, 1:00 p.m.; and May 16, 7:00 p.m.

MAJOR WEEKLY HIGHLIGHTS (continued)

Harbor

More than 2,100 people, mostly Long Beach residents, toured the Port of Long Beach on May 7, during free 90-minute narrated harbor cruises hosted by the Harbor Department in celebration World Trade Month. Tickets for all 12 scheduled cruises, plus three extra, unscheduled cruises, were distributed by 10 a.m. – the earliest “sell out” ever. From the many, many comments received throughout the day, everyone enjoyed the tours.

Parks, Recreation and Marine, Maintenance Operations Bureau

The multi-event Annual Long Beach Golf Festival began its first event on May 11, with the 15th Annual Senior Amateur Championship Tournament. There are approximately 200 participants over the age of 50. The winner of this tournament will be invited to play in the amateur field of the Long Beach Open. This annual ten-week Golf Festival consists of eight different tournaments, providing opportunities for all serious golfers ranging from youth to seniors, men and women with City Championships, Match Play competition, a Pro-Am Charity Tournament and the grand finale, the \$150,000 Long Beach Open on July 28 – 31. For more information, visit longbeach.gov/park.

Parks, Recreation and Marine, Business Operations Bureau

Watch For It! Kids of all ages will want to review the Department’s summer schedule of classes and activities. The class schedule was published on May 9, and will be mailed to all Long Beach residences and distributed at park community centers and City libraries.

UPCOMING EVENTS AND PROJECTS

Health and Human Services

The City of Long Beach Center for Families and Youth Support Program is sponsoring *Operation Read! Stimulating Young Minds* on **May 13** at Houghton Park. Parents and their children of all ages are invited to this event. For more information, please call 570.4382.

Health and Human Services

The department will co-host a mental health awareness fair with The Mental Health Association of Los Angeles County on **May 14** at the Main Health Department facility. *A Healthy Mind and a Healthy Body* is open to all community members, with a special emphasis on the Latino community. The fair will provide information on local mental health services available in Long Beach. For more information, please call 570.4382.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On **May 15**, Rancho Los Cerritos will host *Fads, Fairs and New Deal Favorites*. Attendees will explore 1930s America through living history performances, live music, radio shows, interactive crafts and games that reflect the culture, economics, politics and technology of the decade. For more information, please call 570-3170.

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UPCOMING EVENTS AND PROJECTS (continued)

Police

Officers and citizens will be honored for outstanding acts of bravery and heroism at the 37th annual Police Awards Ceremony on May 17 at the Long Beach Convention and Entertainment Center. News reporters Jennifer Njorklund and Gordon Tokumatsu of NBC4 will be the guest narrators. For information or tickets call 570.7215.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On **Friday, May 20**, a 50's Sock Hop Dinner and Dance will be held in honor of Older Americans Month at the Long Beach Senior Center from 5:00 to 9:00 p.m. The Friendly Cup Café will cater the meal and DJ Ken Sing will provide cool sounds for dancing. There will also be door prizes, dancing and refreshments.

UPCOMING EVENTS AND PROJECTS

Parks, Recreation and Marine, Special Events and Filming Bureau

Staff is preparing for the Long Beach Lesbian and Gay Pride Celebration and Parade on **May 21-22**. Approximately 100,000 visitors are expected at the 22nd annual festival and parade. A series of pre-parade activities began on May 10 at a town meeting with the city's Gay, Lesbian, Bisexual and Transgender Police Advisory Group and several Long Beach Police officials.

AWARDS

Harbor

This year, \$13,500 in scholarships were presented to 16 students studying international business or port-related trades at California State University, Long Beach (CSULB) and Long Beach City College (LBCC) as part of the Harbor's global trade promotion and educational outreach efforts. The scholarships were presented May 13 at the annual IBA World Trade Week luncheon. Since 1993, the Port has awarded \$133,500 to 136 students at CSULB and LBCC.

PUBLIC SAFETY

Police

This month's Community Crime Prevention meeting will be held on May 18, 7:00 p.m., at the Long Beach Water Department, 1800 E. Wardlow. SWAT tactical vehicles will be on display, and SWAT team members will answer questions and talk about the specialized equipment used to respond to criminal acts and potential terrorist threats.

Citywide, police officers responded to 886 priority one, 1,895 priority two and 11,537 priority three calls for service, for a total of 14,318. Police officers made 607 arrests, issued 733 citations and conducted 551 field interviews.

From May 16 through June 5, the department will be participating in *Click it or Ticket*, a national enforcement campaign to assist in increasing seatbelt usage.

PUBLIC SAFETY

Police (continued)

Vice Detectives conducted a Prostitution Abatement Program operation (PAP), wherein undercover male officers conducted focused enforcement on suspected prostitutes citywide.

A *Robbery Alert* flyer alerting the elderly and youth, the most common victims, about street robberies of electronic devices such as cell phones and MP3 players, and prevention tips can be accessed at the Police website: <http://www.longbeach.gov/news/displaynews.asp?NewsID=1087>.

Health and Human Services

Staff will host *The Crystal Ball: Crystal Meth - Implications for Prevention* training on May 26 at Miller Family Health Education Center. At the event, sponsored by the SPA 8 Service Provider Network, participants will learn about the effects of crystal methamphetamine on the human body and identify risk behavior that may lead to the use of the drug, and prevention methods to avoid its use. For more information, please call 570.4382.

Fire Department

The Fire Department responded to a total of 1,510 emergency calls for service: 123 calls for fires, of which 24 involved structures; and 781 emergency medical calls, of which 539 required paramedics.

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

Thirty-five people attended the free *How to Create a PowerPoint Presentation* workshop on May 9. The Youth Opportunity Center provided the computer lab and participants learned skills on how to create PowerPoint presentations for community projects and organizations.

Parks, Recreation and Marine, Planning and Development Bureau

Approximately 30 people discussed the El Dorado Park wetlands at a community meeting on May 9 at the El Dorado Community Center. The project team presented the final recommendations to construct wetlands and habitat along the eastern side of the San Gabriel River (east of the levee) from the Police Academy (just south of Carson Street) south past Willow Street. The project team will be completing their final report within the next few weeks. The plan was well received by those in attendance.

Construction has begun on the amphitheater at Cesar E. Chavez Park.

The new ADA accessible restrooms are complete at Pan American Park. In preparation for the ADA work at Bixby Knolls Park, the staging area fencing is complete, as is interior demolition of the restrooms, and portable restroom facilities are available for public use while the permanent restroom is being remodeled. New ADA accessible picnic tables have been installed at Martin Luther King, Jr. Park.

NEIGHBORHOODS

Parks, Recreation and Marine (continued)

In Los Cerritos Park, rough plumbing was installed for the ADA accessible drinking fountain and the concrete has been poured for the drinking fountain pad and access ramps. The ADA accessible forms were set this week for the ramp from the parking lot to the tennis courts and for flatwork near the community center at DeForest Park. At Coolidge Park, ADA accessible forms are being set for concrete ramps at the parking lot, community center, and between the sidewalk and the horseshoe pits. ADA work is complete at the Marine Bureau administration building and at Wardlow Park.

Public Works, Traffic and Transportation Update

Anaheim Street Transportation Improvements Project

- Traffic signal installation and upgrades, enhanced bus stops with associated storm drain modifications and streetscape enhancements, and fiber optic communications installation continues at all traffic signal upgrades on Anaheim St.: Alamitos Ave., Temple Ave., Ximeno Ave. and Redondo Ave.

Metro Blue Line Mitigation, Train Signal and Train Warning Sign Project

- Construction of the northbound left-turn lane at the Long Beach Blvd. at 4th St. intersection is complete.
- A contract has been awarded and construction will begin soon for the installation of a new traffic signal and crosswalk at the Long Beach Blvd. at 12th St. intersection.
- The design for the curb return modification at the southeast corner of the Pacific Ave. at 1st St. intersection is complete.
- All "T" train signals along the Metro Blue Line route have been replaced with "bar" signals and all the static "train" signs at signalized intersections along the Metro Blue Line route have been replaced with light-emitting diode (LED) dynamic train warning signs. The Traffic Operations Division conducted a test of the signs recently for the MTA.
- Implementation of rail transit priority along Long Beach Blvd. and the southbound train hold at the Wardlow Station is also under way.

Dairy Neighborhood Traffic Circulation and Safety Enhancements Study

A comprehensive traffic study is being conducted to evaluate the feasibility of converting several relatively narrow-width streets, within the area bounded by Long Beach Blvd., Del Amo Blvd., Atlantic Ave. and South St., from their current two-way operation to one-way operations for purposes of enhancing safety and increasing on-street parking where feasible.

- A neighborhood meeting regarding this effort took place on April 19 at Jane Addams Elementary School and participants heard the preferred concept, which also included raised landscaped median, islands on Long Beach Blvd, and three proposed new traffic signals, 56th, 55th and 52nd St., on Long Beach Blvd.
- An analysis of the Morningside neighborhood on the west side of Long Beach Blvd. is also being conducted.

NEIGHBORHOODS

Public Works (continued)

2nd Street Transportation Enhancements Study

- An evaluation of various concepts to enhance traffic safety on 2nd Street through Naples by "calming" traffic through either the implementation of reverse angled parking, the construction of a bike path, or a combination of both, is being undertaken. The study could potentially be expanded to include other concepts to be evaluated, a larger study area and additional stakeholder groups.
- A meeting with residents and businesses was held on April 7 at Naples Elementary School to present the study. Community input on the concepts was received and noted. Additional meetings will take place over the next several months.

PCH at 2nd Street Widening Project

- The design and environmental studies for the widening of PCH north of 2nd St. to provide additional southbound left-turn and right-turn lanes on the southbound PCH approach to the intersection are continuing. The purpose of this project is to alleviate congestion at one of the heaviest-traveled intersections in the city with a volume of nearly 70,000 vehicles per day.

Engineering and Traffic Surveys

- Updates to engineering and traffic surveys are being prepared to support posted speed limits at 50 City speed zones. Staff will be recommending changes to the City Council in May.
- New traffic signal battery backups were installed at the following locations: Bellflower/PCH; Bellflower/Spring; Bellflower/Willow; Los Coyotes Diagonal Los Coyotes Diagonal/Carson; Los Coyotes Diagonal/Willow; Long Beach Blvd./Wardlow; Pacific/Wardlow; and Ximeno/PCH.
- Traffic Operations staff painted street markings for the Grand Prix and for the preferential parking district in the Fifth City Council District; painted red curbs on Cherry Ave., Orange Ave., 45th St., San Antonio Dr., Gundry Ave., 45th St., San Antonio Dr., Rose Ave., and Gardenia Ave.; and installed 179 street name signs throughout the City.
- Opticom, which turns lights green for fire trucks, was installed at Long Beach Blvd and 68th St.; Atlantic Ave. and Burlinghall; Palo Verde Avenue and Atherton; and Los Coyotes Diagonal and Parkcrest.
- Staff also completed the parking meter rate change in the downtown area.

ECONOMIC DEVELOPMENT

Community Development,

Economic Development and Neighborhood Services Bureaus

On May 10, Economic Development Bureau Staff presented an overview of the Bureau's programs and services at the North Long Beach Business Corridor Improvement Project Meeting. In addition, staff announced that the Bureau will host *Marketing for the Small Business*, a business development workshop, on June 7 at the North Long Beach Police Substation. There were approximately 20 business owners in attendance.

The Economic Development Bureau participated as a sponsor of the 2005 Long Beach Commercial Real Estate Council Annual Luncheon on May 5 at the Long Beach Hilton. There were an estimated 250 attendees including real estate brokers, developers, lenders and other real estate-related companies. Staff provided information on the City's programs and services offered to the business community.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Recreation Programs bureau

During the week of May 9 - 13, over 70 participants and volunteers from the Adaptive Recreation program participated in a five-day residential camping trip held at the YMCA's Camp Oakes in Big Bear, California. Participants had the opportunity to enjoy hiking, canoeing, camping, arts and crafts, the study of flora and fauna, and an evening at the observatory.

OTHER ITEMS OF NOTE

Energy, Gas Services Bureau

During the week of May 1 through May 7, the Gas Services Bureau completed a total of 3,282 service calls. This total included 1,265 Gas and Water Utility Turn Ons, and 924 Turn Offs. During this period, 867 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 226-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 542 emergency phone calls, resulting in 84 emergency orders.

Financial Services, Commercial Services Bureau

Staff places a high priority on providing excellent customer service. Through March, the six-month average for in-person customers served was 24,475 contacts per month; in April there were 24,361 contacts. Services include receiving payments for utility bills, business licenses, parking citations and various other services, in addition to providing information to customers, resolving complaints and answering a variety of questions.

OTHER ITEMS OF NOTE (continued)

Financial Management, Utility Customer Services Division

Currently gas, water, sewer and refuse customers can select from a menu of options, including service turn ons and turn offs, 24 hours per day automated services, requests for gas field services, billing investigations, overdue bill assistance and other options. Staff is working to better understand the utility phone customer's experience and, to that end, have enhanced its analytical reporting system to determine phone customers' wait time. Customized reports will capture the customer's selection and experience in each of those fields, and will be used to reduce customer wait time.

In May, after months of effort, the manual processing of daily utility information provided to and received from the City's meter-reading vendor, will be replaced with electronic processing. As a result, more staff time will be available to read customers' meters.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, City Council Liaison